

Business Tips for Retailers

COVID-19 has challenged our businesses to think creatively about their business models in order to prevent the spread of the Coronavirus and make sure customers are comfortable shopping with them. Here are a few tips as well as the results of our consumer survey!

Make the Most of Your Retail Space

- Make sure your retail space is ready for people to shop. Have a sanitation station when people enter, and put signage on the door to tell people how many people are allowed in at once and that masks are required. From the consumer survey, shoppers want businesses to take the COVID-19 safety protocols seriously and communicate how they are adhering to them.
- Put Xs on the floor near checkout so people know where to stand, while being appropriately distanced.

Build an Online Marketplace

- Many consumers aren't comfortable visiting businesses in-person yet, so make it as easy as possible for them to do business with you! Set up an e-commerce website, or sell products through Facebook.
 - Companies like Shopify make it incredibly easy to build an online marketplace and sell your products. They even have a Point of Sale system that you can utilize in-store and have it all connected – in-person and online.

Curbside Pickup and Appointments

- If you're selling products online / on social media, offer curbside pickup or local delivery if that's an option. Limit the in-person interaction to help people feel comfortable to shop with you.
- If you're able to offer in-store visits by appointment only, do so! Shoppers may feel more comfortable coming out to shop if they know they have 20 minutes in the store without worrying about other people there.

Go Contactless

- If you're not already using a contactless payment system, look at investing! Many consumers use Apple Pay, Google Pay and Samsung Pay and you can update your payment system to take those options.
- Options include: Shopify, Venmo for Business, Google Wallet, PayPal, Square and more!

Promote, Promote, Promote

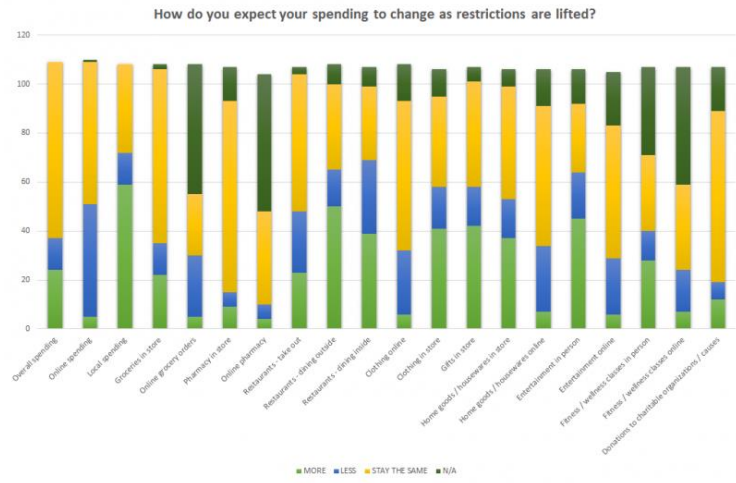
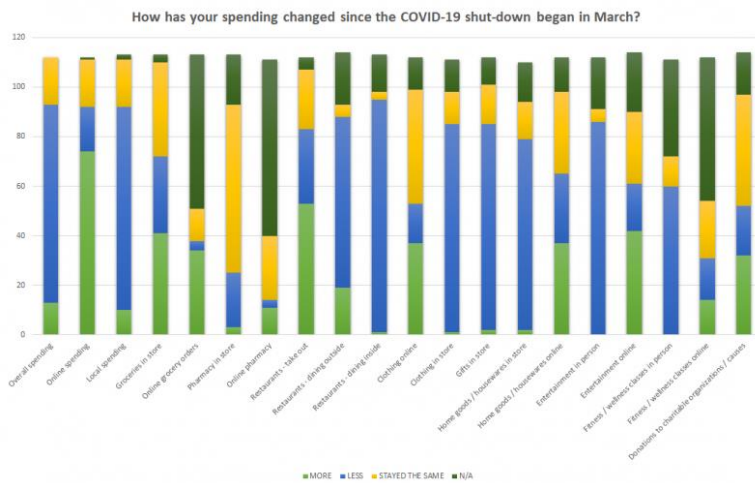
- Make sure you talk about how you're keeping your shoppers safe – on your website, on social media, in your store, on Google... everywhere! Posting it once on social media isn't good enough, keep talking about it to make sure you're continuing to reach people.
- Make sure your business hours and important details are updated on all of your marketing channels. Keeping everything up-to-date and consistent will help cut down on possible frustrations.



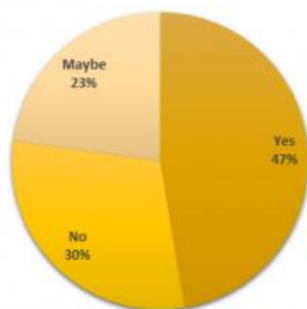
Consumer Survey Results

The City of Amesbury surveyed Amesbury consumers about their spending habits in relation to COVID-19. The key takeaways from this data include:

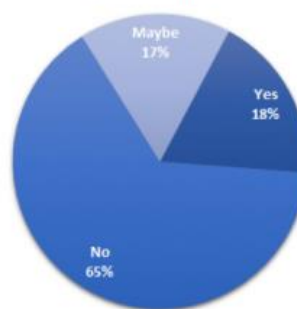
- People want to support local!!
- Consumers are not comfortable with indoor activities yet
- Shoppers and diners want businesses to take COVID-19 protocols seriously
- There are some consumers who will not come to your business yet



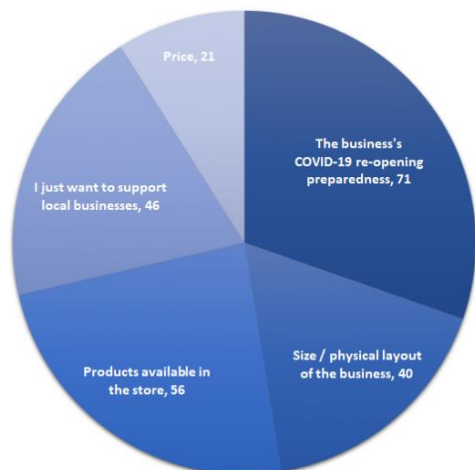
Are you comfortable dining outdoors at restaurants?



Are you comfortable dining indoors at restaurants?



What factors are currently driving your purchasing decisions?
(select all that apply)



What makes you feel comfortable visiting local businesses?
(select all that apply)

